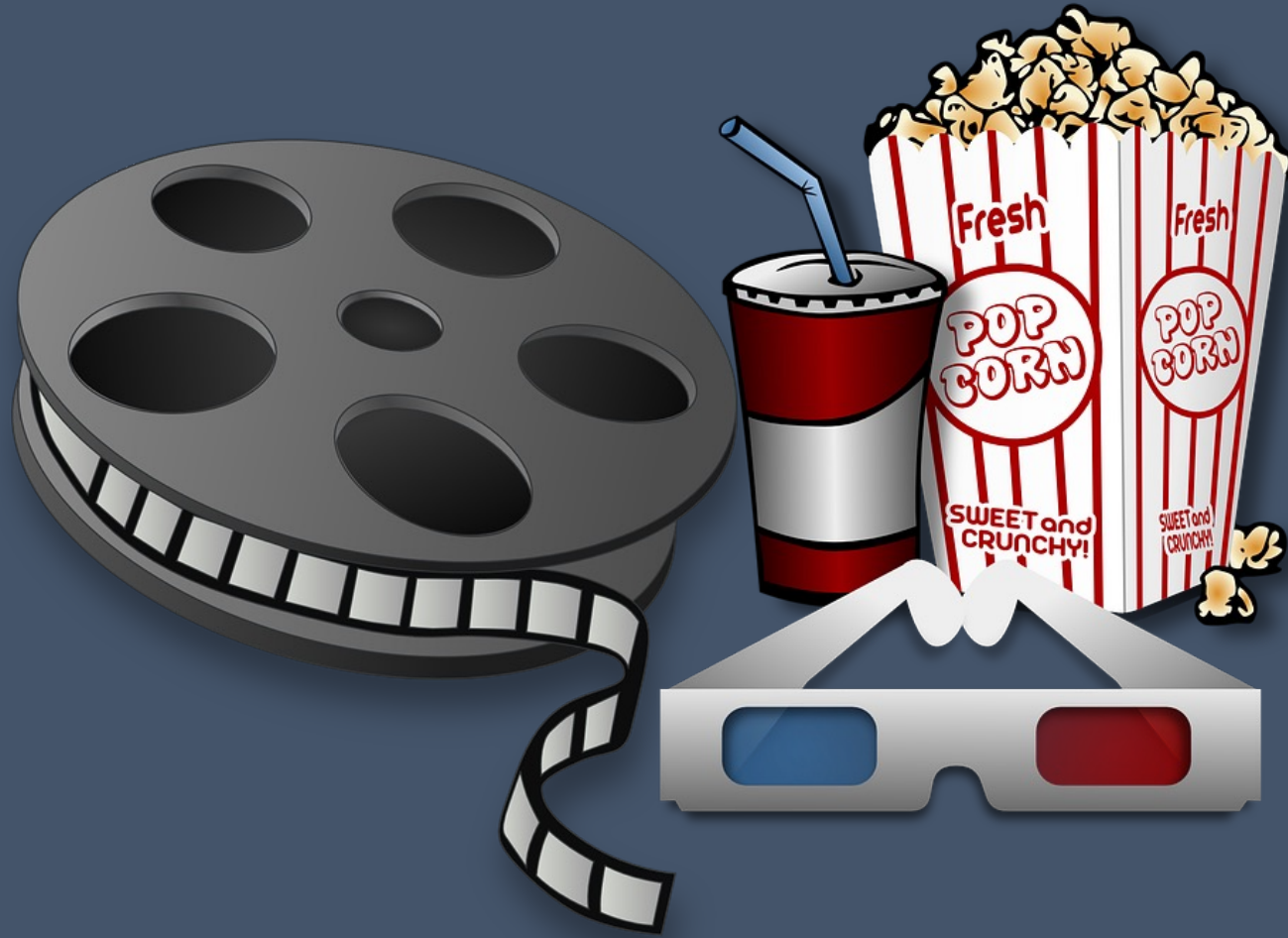


Rockbuster Stealth Data Analysis

By: Hillel Krief





Overview

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Analysis Objectives

Title Analysis: Which movies contributed the most/least to revenue gain?

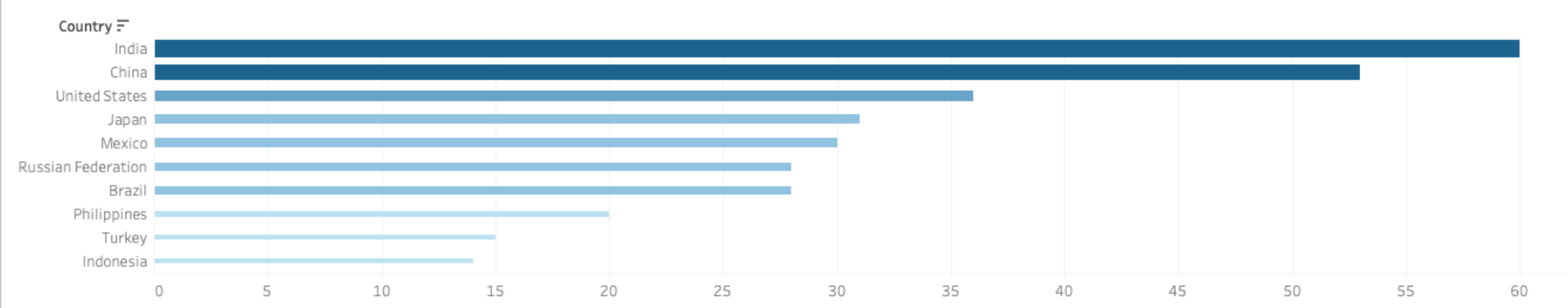
Duration Analysis: What was the average rental duration for all videos?

Location Analysis: Which countries are Rockbuster customers based in?

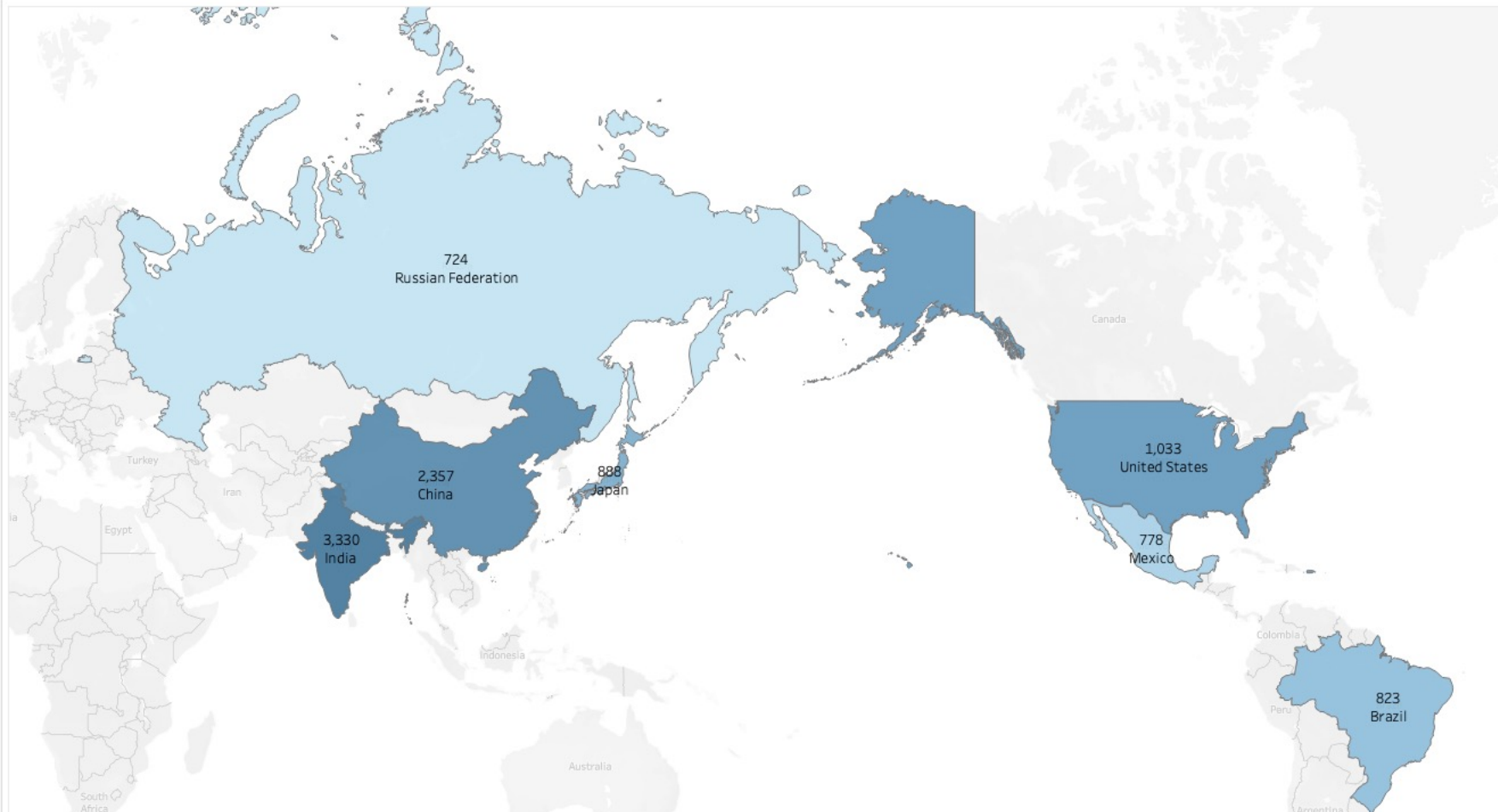
Rating Analysis: Which movie ratings generated the most/least revenue?

Genre Analysis: Which Genre's contributed most/least to revenue gain?

Top 10 Countries



Top Countries Revenue



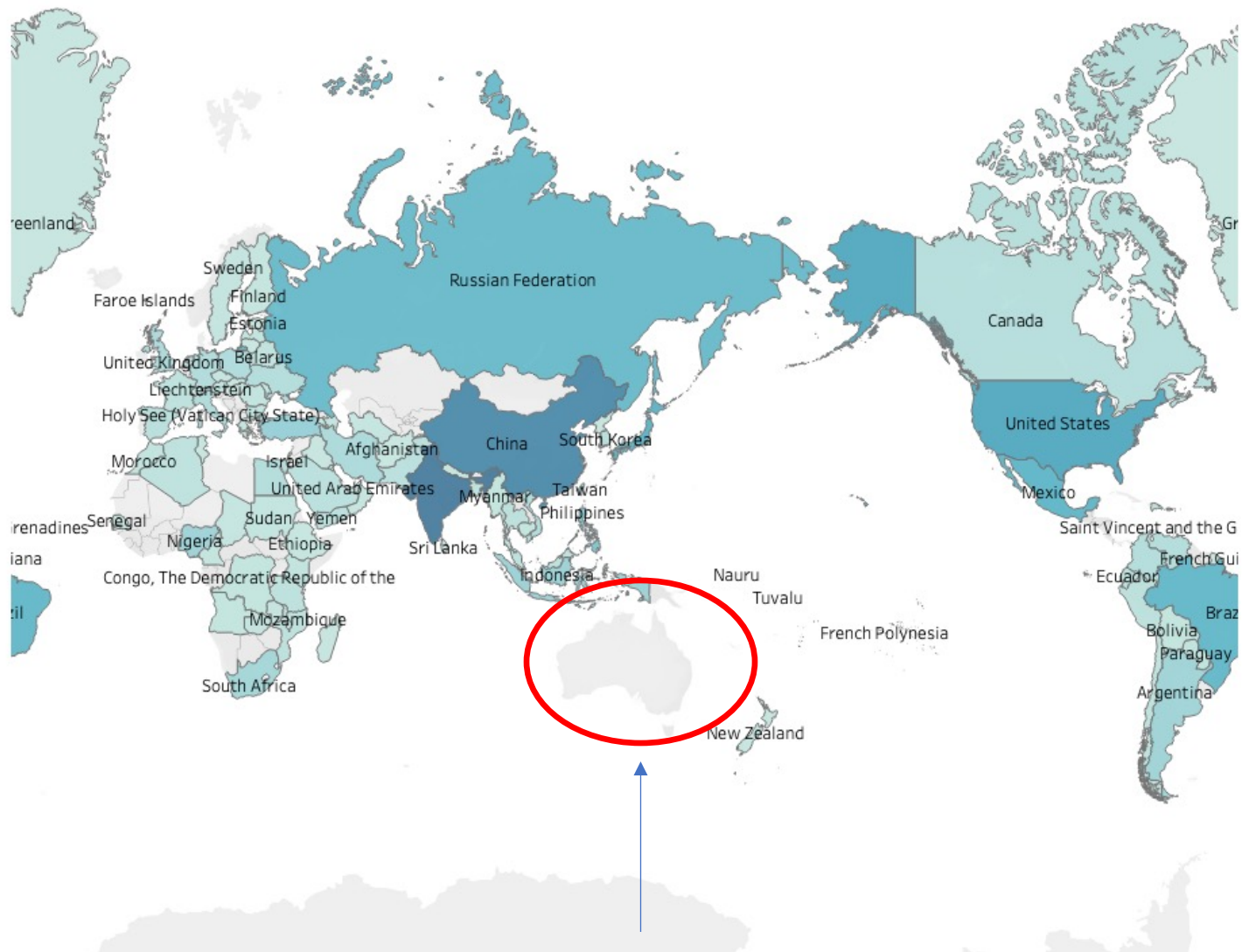
LOCATION LOCATION LOCATION

The countries with our top customers are not surprisingly the top revenue generating countries

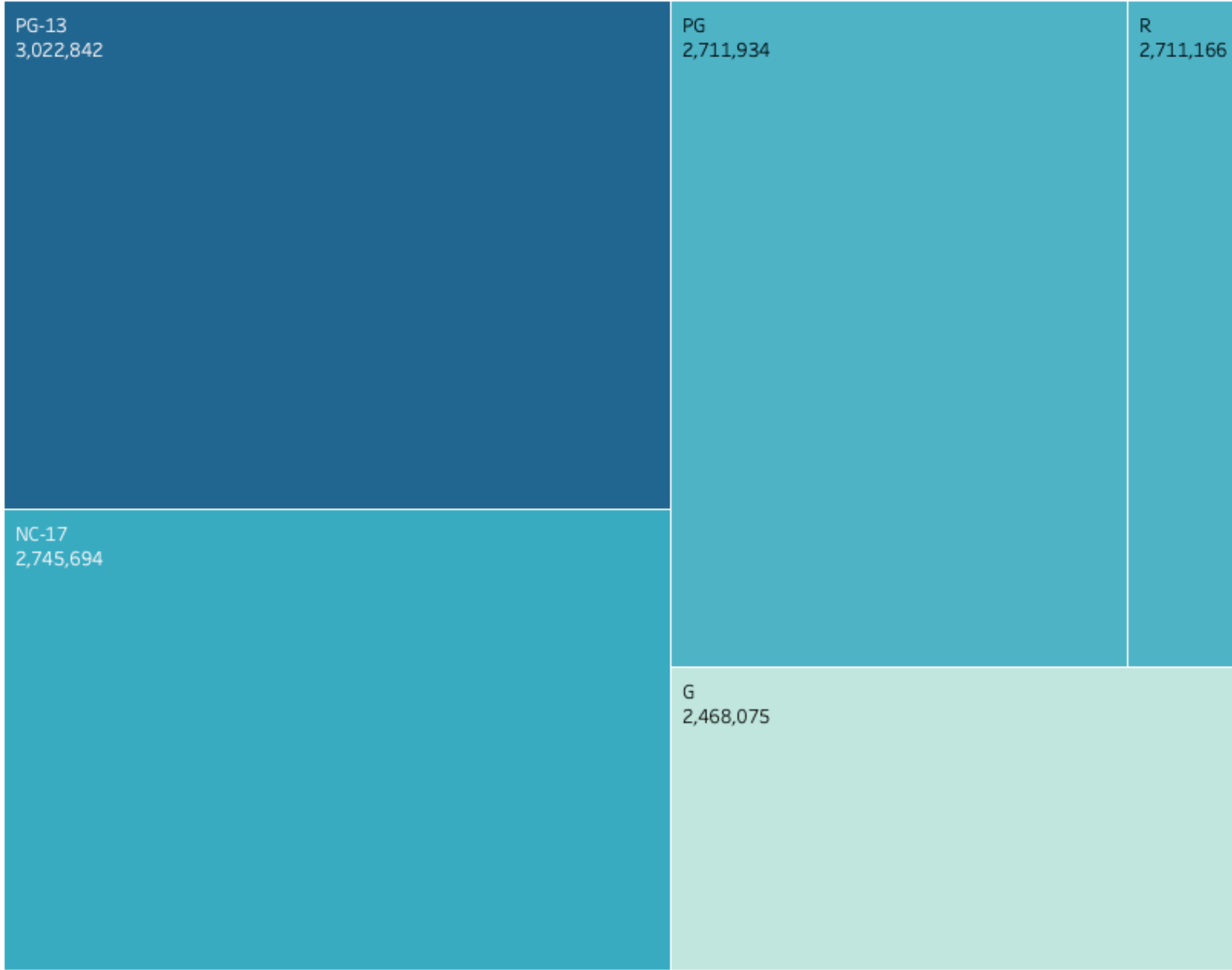
Top 10 Cities Within Top Countries

Country	City	
China	Pingxiang	
	Xintai	
India	Adoni	
	Dhule (Dhulia)	
Japan	Kurashiki	
Mexico	Atlixco	
	Celaya	
	Nezahualcyotl	
Turkey	Sivas	
United States	Aurora	

CITIES: THESE ARE OUR
MOST PROFITABLE CITIES
WITHIN OUR TOP
COUNTRIES



In every major country but Australia there are sales. A country with a large modern population!

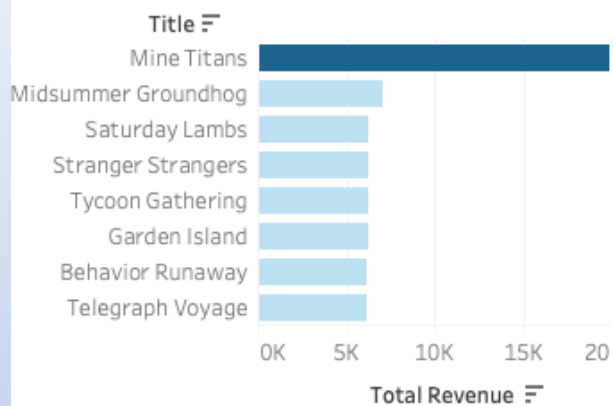


Ratings Analysis

While the difference is not drastic PG-13 rated movies generate the most revenue

Top and Bottom Movie Sales

Top 10 Movies (Revenue)

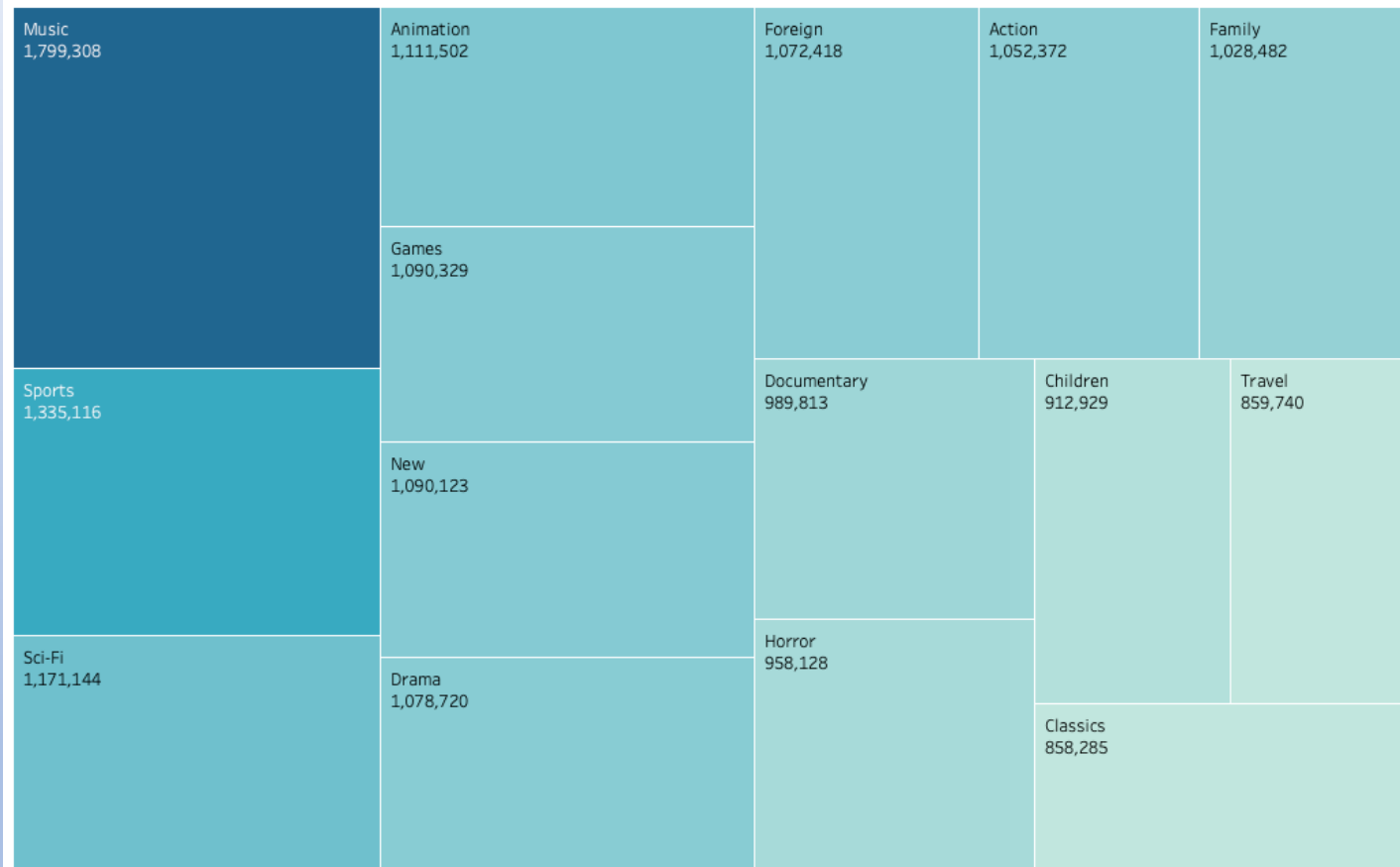


Bottom 10 Movies (Revenue)



Genre Analysis

Revenue By Genre



Reccomendations

GROWTH

- Australia might be a good location to look to for expansion as we currently do not service that area

RETENTION

- The top countries and cities should be our focus and should be our “Target Markets”

GENRE AND RATINGS

- Our top Genre's and Ratings should be the movies we market and have extra inventory of. Our Bottom Genres are ratings that should be focused on less and we shouldn't spend as much on inventory



Questions?

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[Link to Tableau Interactive
Visuals](#)